

TOMORROW'S MARKETER

# Mo Marketo, Mo Money

How to grow your career with Marketo



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CEO/President  
Romanoff Consulting



Jason Seeba  
Chief Marketing Technologist  
BloomReach

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# Inga Romanoff

CEO/President, Romanoff Consulting

Inga Romanoff is a REVVIE award winner, Certified Marketo Expert, Certified Marketo Consultant, and Certified Revenue Cycle Analyst, and is a 5x Marketo Champion. With over 20 years of experience in the US, EMEA, and Asia PAC, Inga heads up New York City-based marketing automation practice. She serves as a Marketo User Group leader in New York.



# Jason Seeba

Chief Marketing Technologist, BloomReach

Jason Seeba is Chief Marketing Technologist at BloomReach where he has built the marketing technology, demand generation and SDR teams – all focused on an outbound Account-Based Marketing strategy. A 4-time Marketo Champion, he's also led marketing at three startups and started two early online radio stations. Jason co-leads the Silicon Valley Marketo User Group.



# Agenda

1. “(I) Get Around” **2Pac**: how to quickly deepen your Marketo experience

2. “Get Involved”

**Q-Tip**: how to easily get plugged into the community

3. “Get Money”

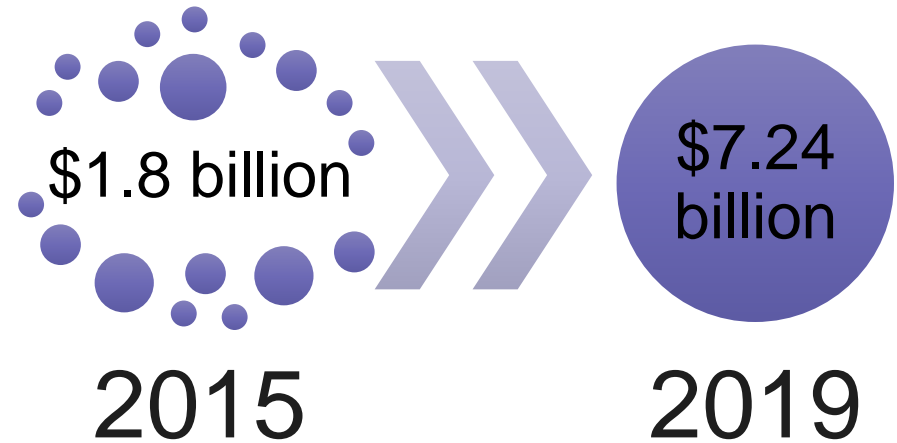
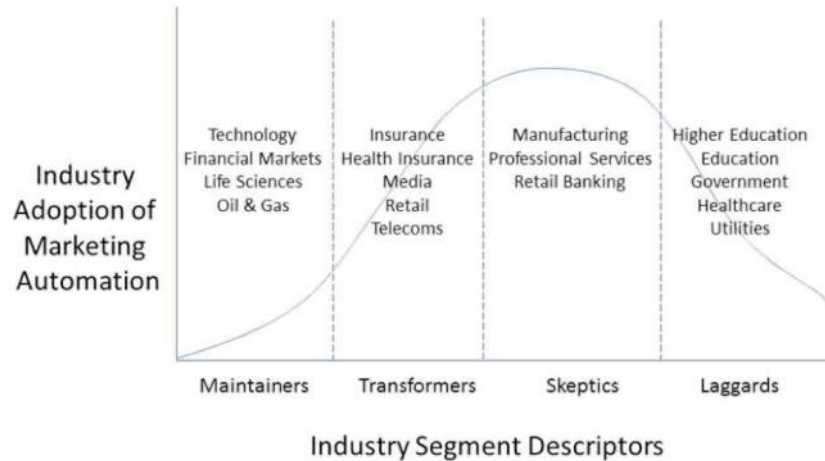
**Biggie**: how to simply understand your worth in the market and maximize it



# Why Bother?

## About Marketing Automation Industry

- According to SiriusDecisions research, there are nearly 11 times more B2B organizations using marketing automation now than in 2011
- Current penetration rate: 49% of overall businesses from 3-5% in 2014





A close-up portrait of 2Pac, looking directly at the camera with a serious expression. He is wearing a dark jacket and a gold chain. His right hand is raised, with his index finger pointing upwards near his face. The background is dark and out of focus.

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# “(I) Get Around” (2Pac)

How to quickly deepen your Marketo experience

# Build Your Presence and Learn



Learn from  
others



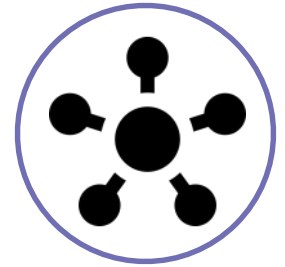
Leverage  
available Education  
resources



Be a good  
citizen



Get certified:  
MCE, Revenue  
Cycle Analyst, MCC



Get involved  
with a local  
MUG

# Get to Know People

- Meet key people
  - Customer Marketing! (Liz, Katie, Danielle, Becky and Scott)
  - Cheryl Chavez and the Product Team
  - User Group Leader in your area
  - Marketo Champions in your area
- Why do references
- Tell your customers stories



# Understand Marketo Ecosystem

- Consultants
- Marketo services
- LaunchPoint partners
- Marketing Technology vendors
  - Become an advocate
  - Work with early stage technologies because they will give you an advantage and your career



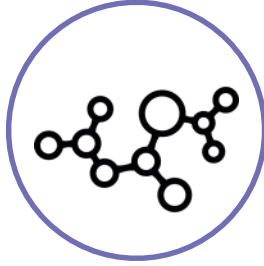
# “Get Involved” (Q-Tip)

How to easily get plugged into the community

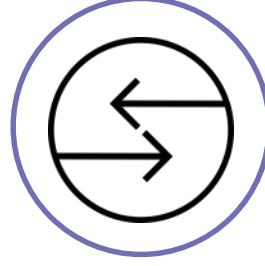
# Must Do Change Management (for self)



Marketo got thrown in  
your lap – sounds  
familiar?



Learner  
DNA



Change is inevitable –  
tech drives it.



Not everything is for  
everyone, leave if it's  
not for you

Commit to your success if you are staying  
(become a Champion – Marketo Elite, contribute to your local user group,  
become an expert)

# How to Meet People (Authentically)

- Invest the time, go to happy hour and social events, play
- Find your tribe and commit to them over a long period of time
  - Good to find people at your level who you grow together
  - Good to find people above to learn from and below to mentor/learn from
  - No matter how experienced you are, it will still help
  - Community at Marketo is what makes us different, connected



# Give Back

- Give back to the Community before you take
- It's easy to become possessive of the knowledge, resist and share (execution is difficult, so share ideas)
- Help other people in your own organization learn and grow
- Build them up into experts -- but give them a career path. Pay them accordingly, their expertise is valuable.
- What happens if you don't?



# Community 101

- Add a picture!
- Add a description
- Add skills (with the right keywords)
- Link to your LinkedIn profile
- Join the local user group
- Turn on notifications and email preferences
- Verify that your certification is shown (manually done by Marketo), maybe under different email address - [certification@marketo.com](mailto:certification@marketo.com).



Cheburashka  
*Master of Marketo*  
*Web Personalization*



# Community 201

- Write and share your ideas - post to the blog
- Share new product ideas - in the Ideas section
- Answer others' questions (it's worth it)
- Go to “Your Places” to find the groups you're part of
- Understand the difference between
  - docs.marketo.com (product documentation)
  - community.marketo.com (community, product ideas, groups)
  - developer.marketo.com (developer documentation)

# Community 301 - Giving Back

- Speak or submit a topic at User Group
- Host or start a new user group if you don't have one!
- Speak at Marketo Summit
- Go to Marketo events/roundtables
- Volunteer for Marketo SmartBar at events (Champions)
- Share these how-to's to help other people!

# “Get Money” (Biggie)

How to know your worth in the market and maximize it



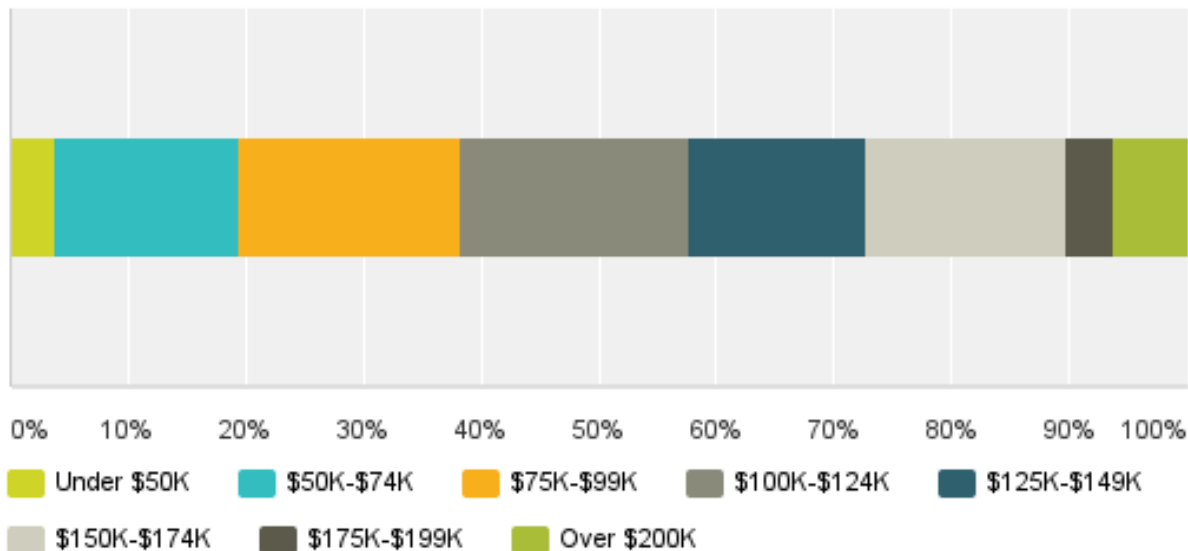
# Marketo Compensation Survey 2016

- 150+ responses
  - 43 Marketo Champions(!)
  - 83% have used Marketo for more than 1 year
  - 82% in the US, 18% International (37% California)
  - 23% Consultants
  - 51% Manager Level, 33% Director Level
  - 74% Marketo Admin or Super User
  - 67% attend User Groups
  - 62% Marketo Certified
- Respondents from posts on the Marketo Community / LinkedIn in Mar-Apr 2016

# Overall Compensation Breakdown

## Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 25



Median is  
\$100K-\$124K  
range

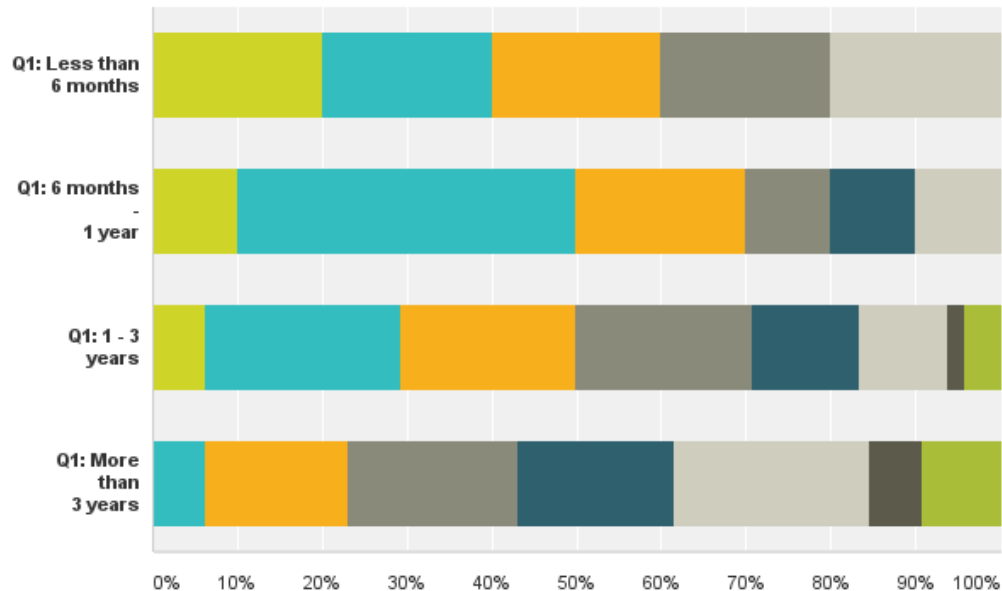
Around 25%  
are over \$150K

Around 20%  
below \$75K

# Compensation by Marketo Experience

## Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 18



Median with 1-3 years of experience is around \$100K

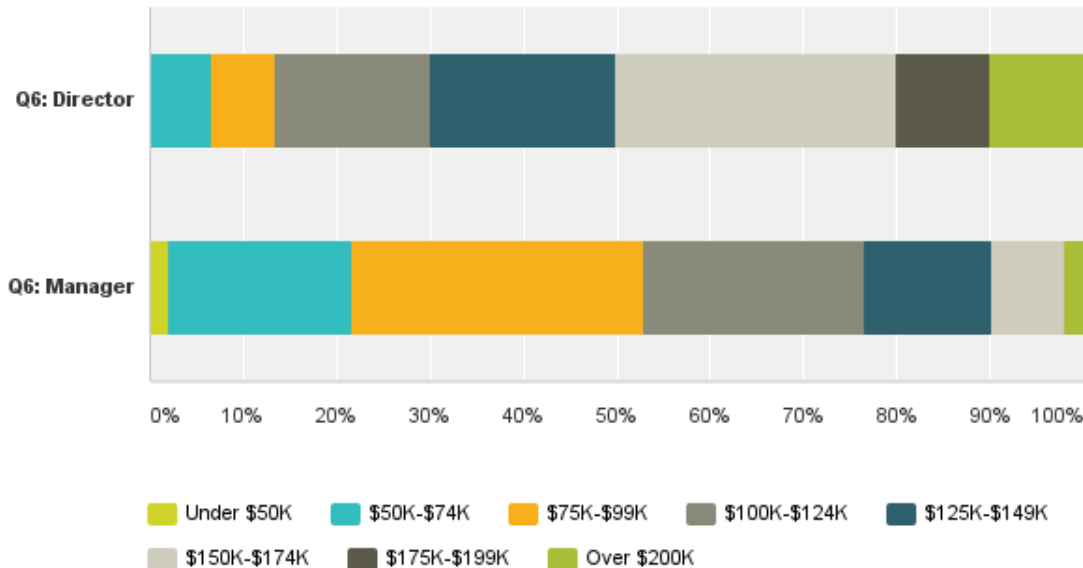
Median with 3+ years of experience is \$125K-\$150K



# Compensation By Level (Manager/Director)

**Q10 What is your current annual compensation package including bonuses?**

Answered: 81 Skipped: 4



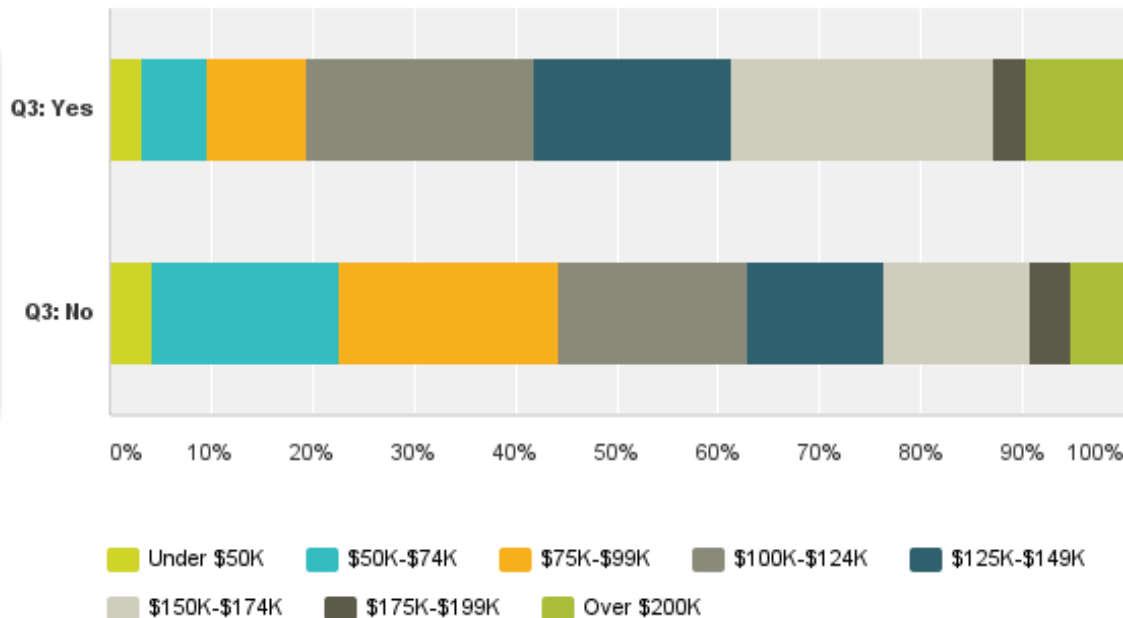
Around half of Directors are >\$150K

Around half of Managers are >\$100K

# Compensation (Are you a Consultant?)

## Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 25



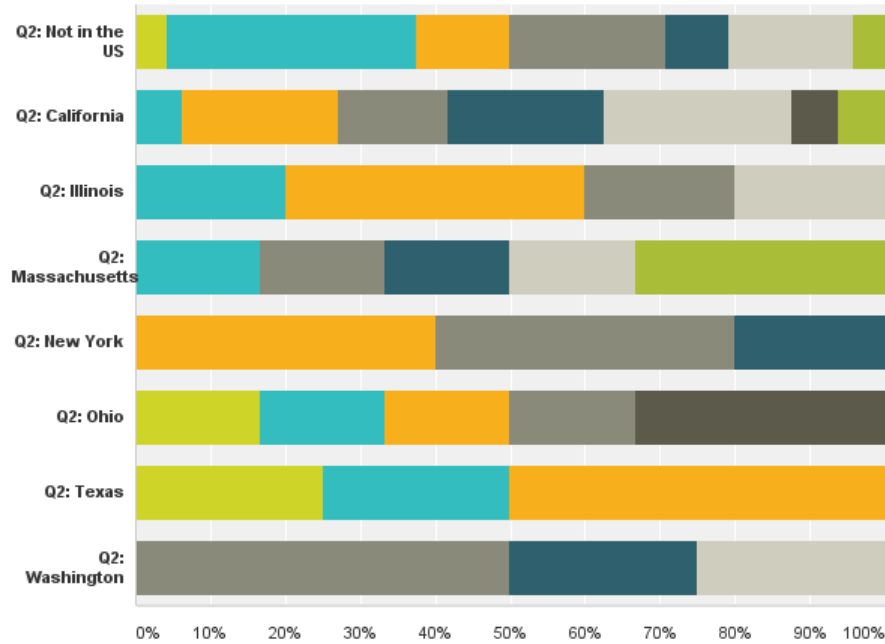
Over 80% of Consultants are >\$100K

Nearly 40% of Consultants are >\$150K

# Compensation by State

**Q10 What is your current annual compensation package including bonuses?**

Answered: 102 Skipped: 16



Varies widely by state

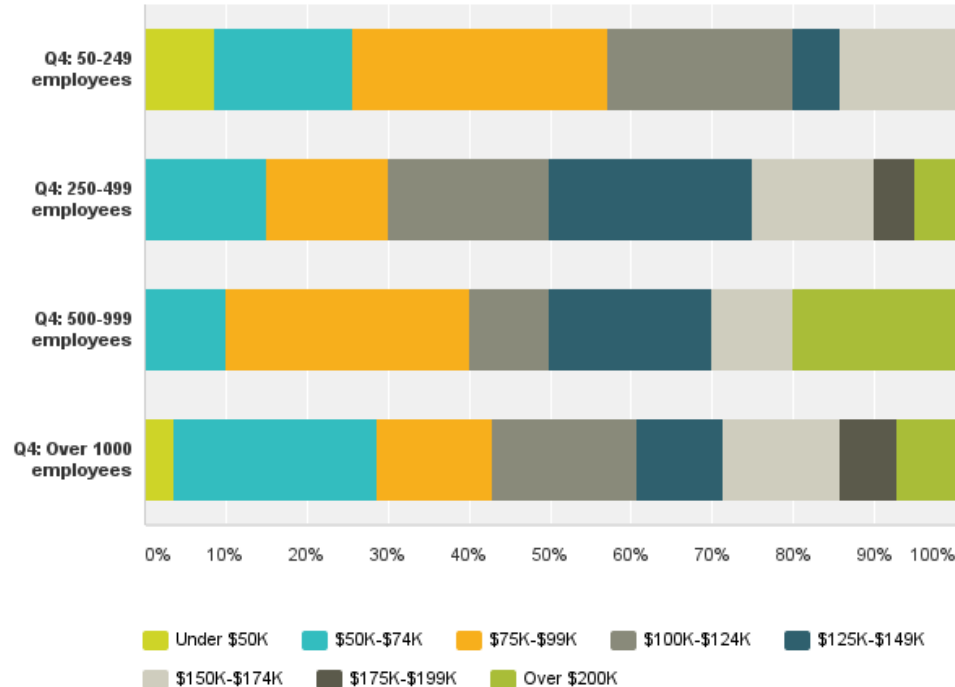
CA,MA median is >\$125K

IL,OH,TX median is <\$100K

# Compensation by Company Size

## Q10 What is your current annual compensation package including bonuses?

Answered: 93 Skipped: 4

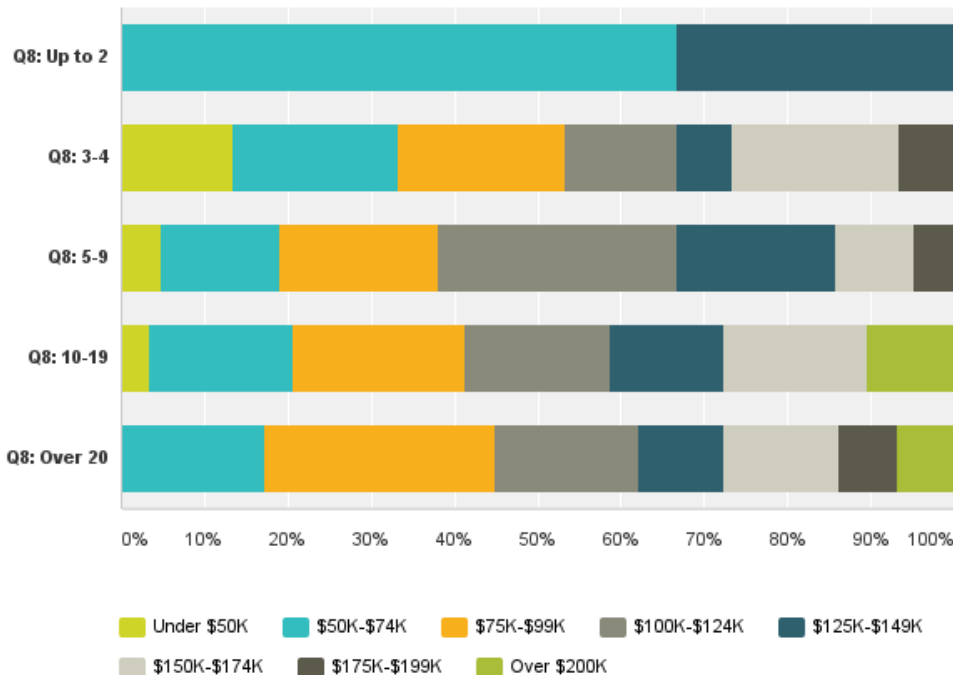


Generally, compensation for Marketo users is higher as the company size grows.

# Compensation by Size of Marketing Team

## Q10 What is your current annual compensation package including bonuses?

Answered: 97 Skipped: 4

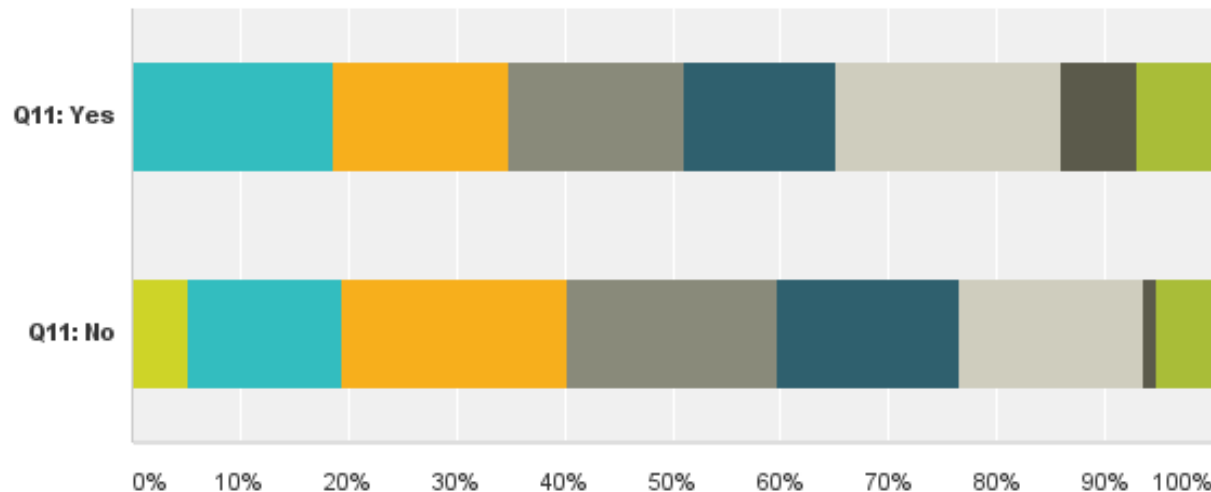


Similarly, compensation for Marketo users is higher as the size of the Marketing team grows.

# Compensation (Are you a Marketo Champ?)

## Q10 What is your current annual compensation package including bonuses?

Answered: 120 Skipped: 0





# Evaluate Your Own Position

## Better Opportunities

Being Marketo Certified can help you get better opportunities for jobs. Recruiters are looking for it.



## Invest

Take the time to invest your career. On a regular cadence, evaluate whether you're learning/growing.



## Grow

Grow in your Marketo knowledge and market yourself and people will start knocking.



## Learn

Don't always optimize for money. Look for ways to learn.



# Ways to Maximize Value

- Get Marketo Certification and hire people who have it
- Make sure you're developing your network
  - People are always doing informal background checks
  - It's a tight community, so don't screw people (it's not worth it)
  - Play the long game
- Learn how to tie your work/impact to pipeline or revenue (NOT leads)
- Work yourself out of job (empower people)
- Share information (executing is hard, so it's OK to share tactics)

# Build Your Personal Brand

- Become a Marketo Champion (it's a big deal -- think about the number of people who are Marketo users vs. 50 champs)
- Submit for a REVVIE award
- Acknowledge what you know, not just what you don't know
- Share opinions with others (have a POV) – people listen



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[www.linkedin.com/in/ingaromanoff](http://www.linkedin.com/in/ingaromanoff)  
[www.linkedin.com/in/jasonseeba](http://www.linkedin.com/in/jasonseeba)



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# TOMORROW'S MARKETER

Think Different